SUBSTANCE OF THE INTERVIEW

The applicant wishes to thank the examiner and the primary examiner for speaking on the telephone with the applicant's undersigned attorney on March 30, 2005. In that telephone conversation, the applicant's attorney and the examiner discussed the scope of the Klein reference of record. No agreement was made between the applicant and the examiner.

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REMARKS

This paper is being filed in response to the Office Action mailed December 14, 2004 for the above-captioned application. Claims 1-13 are pending in this application and have been rejected. Claim 1 has herein been amended, claim 2 has been cancelled and new claims 14-16 have herein been added.

The examiner has rejected claims 1-9 and 11-13 under 35 U.S.C. § 102(e), over U.S. Patent 6,704,729 ("Klein")(the examiner has mistakenly listed Klein as US Patent no. 6,740,729). Klein teaches a method of retrieving relevant information categories. The system disclosed in Klein contains a database having a plurality of categories, which are inter-related in a familial structure. After the system receives a user search query, in the form of a search term query, a category most relevant to the user search query is selected and designated the "seed category." (col. 8, ln. 51-55). The system then builds a cluster of ancestor and descendent categories around the seed category. (col. 10, ln. 37-39). The cluster of ancestor and descendent categories may include a grandparent, parent, child and sibling, or any combination thereof. (col. 10, ln. 40-42). Klein only selects and displays individual categories of the cluster of categories based upon the individual categories' relevance with the queried search term. (col. 12, ln. 36-42). Accordingly, each category that is displayed in Klein must be relevant to the queried search term. (col. 10, ln. 66-col. 11, 2; col. 12, ln. 55-57).

Independent claims 1 and 14 of the present application includes the limitations "associating said initial search term to all topical categories related to said initial topical category thereby creating related categories" and "retrieving said document information of said documents assigned to said related categories." (emphasis added). New independent claim 14 further includes the limitation "displaying said retrieved document information." New

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independent claim 15 of the present application includes the limitation "retrieving said document information of any said documents assigned to any said related categories, **irrespective of a** relevancy between said initial search term and any said related categories." New claim 16 includes the limitation "retrieving said document information of any said documents assigned to any of said related categories, **including** said document information of any said documents assigned to related categories which are not relevant to said initial search term." Accordingly, both claims 15 or 16 of the present application do not only display document information for documents assigned to categories that are **relevant to the initial search term**, as required by Klein, but rather any document information for any related categories, regardless of relevancy of the related category to the initial search term. Support for these limitations can be found in Paragraph 34 of the specification.

The claims of the present application are patentable over Klein because Klein specifically teaches and requires that it only displays categories that are **relevant to the inputted queried** search term. (col. 10, ln. 66-col. 11; col. 12, ln. 36-42, 2; col. 12, ln. 55-57)(emphasis added). Claims 1 and 14, on the other hand, retrieves the document information for documents assigned to **all** categories which are related to the initial topical category. (emphasis added). Claim 15 claims that document information for any documents in any of the related categories is displayed, **irrespective or regardless** of the categories' respective relevance with the initial search term. (emphasis added). Claim 16 claims retrieving document information of any documents assigned to any related categories, **including** document information of any documents assigned to related categories which are **not relevant** to said initial search term. (emphasis added). Accordingly, the claimed invention does not limit the results to only categories and document information which are relevant to the inputted search term, as required

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by Klein, which restricts the ability of the system to predict the searcher's needs because, for example, many times the queried search term is not relevant to many of the related categories.

By way of example, and without limiting the scope of the present application, the invention claimed in the present application can assign a keyword "flowers" to the category "flower shops," based upon the assumption that users querying the keyword "flowers" are interested in receiving results that are in the "flower shops" category. The category "flower shops," for example, may also be related to other categories "greeting cards" and "balloons," even though the keyword "flowers" is not assigned or relevant to those categories. Accordingly, when a user queries the keyword "flowers," a result list for "flower shops" is displayed in a well-known manner. However, since categories "greeting cards" and "balloons" have been related to the category "flower shops," the result lists associated with "greeting cards" and "balloons" are also displayed with the query for keyword "flowers," even though the keyword "flowers" is not associated, assigned or even relevant to categories "greeting cards" and "balloons." It is in this regard that the invention claimed in the present application "predicts" a searcher's needs by hypothesizing that a person searching for the term "flowers" may not only be interested in flower shops, but also in purchasing a greeting card or balloon, even though the keyword "flowers" is not assigned to the categories "greeting cards" or "balloons." To emphasize, the claimed invention is not keyword dependent, like that taught by the cited references, but rather depends upon the exclusive interrelationships and relatedness between categories, regardless if the keyword is associated with those other categories. Within this example, the queried keyword "flowers" was not relevant to the categories "greeting cards" and "balloons," but with the claimed invention, document information for web sites or documents assigned to the categories "greeting cards" and "balloons" is also displayed based on the assumption that since the user is

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searching for "flowers," he/she may also be interested in web sites or documents relating to "greeting cards" or "balloons."

Another example may include searching for the term "hotel," and being presented with web sites relevant to "hotel," but also categories that have been related to the initial topical category, such as travel insurance, car rental, or limousine services. It will be appreciated that the categories travel insurance, car rental or limousine services are not relevant to the searched term "hotel," but were nonetheless displayed because they were related to the initial topical category. Accordingly, the system was able to "predict" the search needs of the user.

The present application also provides the benefit of providing categories not contemplated or thought of by the searcher. Referring again to the above example, the searcher may not have thought of web sites for travel insurance, car rental or limousine services, but were nonetheless presented with those topics because such topics were related to the initial topical category.

Accordingly, the applicant respectfully asserts that independent claims 1, and 14-16, as herein present, are patentable over Klein and that the examiner's rejection has herein been overcome. Claim 2 has herein been canceled and claims 3-13 depend on now allowable claim 1.

Claim 10, which depends on claim 1, has been rejected under 35 U.S.C. § 103(a) over Klein and US Patent 6,704,729 ("August"). August teaches a method of calculating the most popular initial topical category by tracking or calculating the number of times a topical category is selected by other users in association with the search term queried. Neither Klein nor August, either alone or in combination, teach a method of predicting a search user's needs by assigning a keyword to a first category, relating the first category with all other categories, associating the keyword with all of the categories related to the first category, and retrieving document
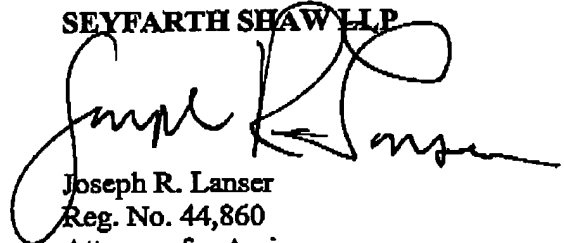
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information of the documents assigned to all of the categories related to the first category, as required by the independent claims of the present application, as required by independent claim 1 as herein been amended. Accordingly, the applicant respectfully asserts that the examiner's rejections have herein been overcome.

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CONCLUSION

In view of the foregoing, and in summary, the applicant respectfully asserts that the

claims of the present application are patentable.   Therefore, allowance of the claims is

respectfully requested.

Respectfully Submitted,

SEYFARTH SHAW LLP

Joseph R. Lanser
Reg. No. 44,860
Attorney for Assignee

SEYFARTH SHAW LLP
55 East Monroe Street, 42nd Floor
Chicago, Illinois 60603-5803
phone: (312)346-8000
facsimile: (312)269-8869
customer number: 27717

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